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Scaling In-house SEO

Alex Volk
Director, Traffic and Content Strategy
Microsoft

alex.volk@microsoft.com
@alexvolk

<http://www.linkedin.com/in/alexvolk>

The leading industry event by digital marketers for digital marketers

A little background

- 11+ years at Microsoft
- Digital Strategy, advertising, search, content, UX roles
- Lead central SEO and Content Strategy initiatives



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A little background



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Four Disciplines of Execution



1. Focus on the wildly important
2. Act on the lead measures
3. Keep a compelling scorecard
4. Create a cadence of accountability



"Our industry does not respect tradition – it only respects innovation."

All-up SEO challenges

Content Types

- Pre-sales
- Post-sales
- Ecommerce
- News/Blogs
- Search

Analytics

- Webtrends
- Omniture
- MDA
- Other

Objectives

- Customer Acquisition
- Revenue
- Customer Satisfaction
- Market Share



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CMS Platforms

- Over 12 in use

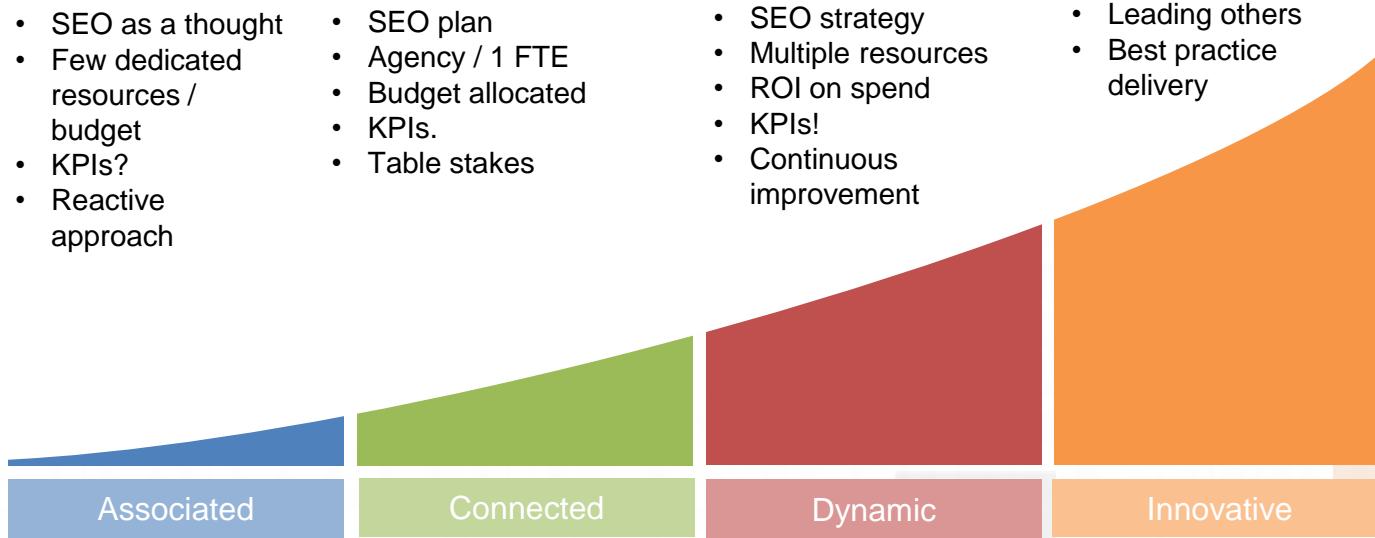
Global Markets

- 1-140+

Stakeholders

- IT (OPS)
- Design/Dev
- Writers
- Site Managers
- Subsidiaries
- Agencies/Vendors
- Executives

The SEO maturity model across Microsoft



The “Hybrid SEO” approach

- Assigned designated SEO lead
- Defined and reporting SEO targets
- Categorized lists of targeted keywords
- Prioritized technical SEO opportunities
- Adopted our social sharing button specs
- On-boarded with Bright Edge
- Utilizes iCrossing or other SEO agency



Yammer Community

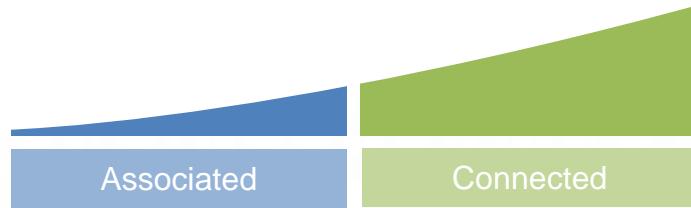
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SEO Community “Leads”



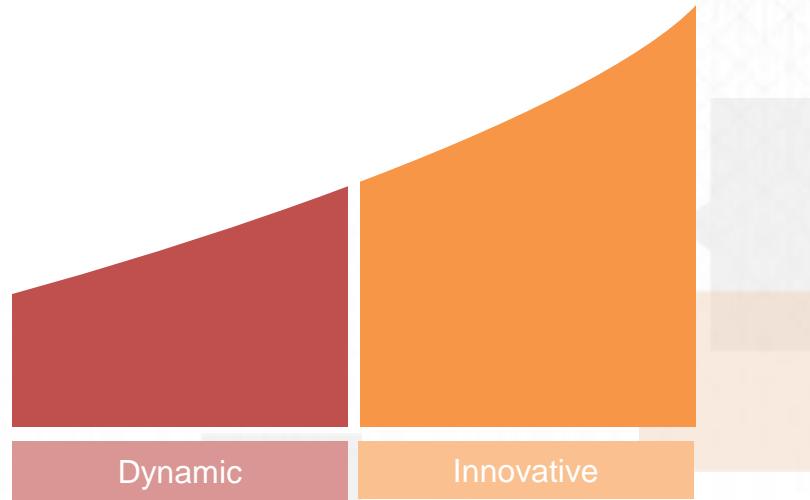
Addressing the low end of maturity



- Focus on buy-in
- Understand and align needs
- Establish a baseline
- Target low-hanging fruit
- Remember the pareto rule
- Amplify wins
- KPIs then ROI
- Know your audience

Creating your “thoroughbreds”

Get them comfortable with risk
Look beyond the obvious
Entrust them with opportunities
Give them ALL the credit
Productize their work



Azure non-brand content

- Azure site primarily focused on branded keywords; significant untapped non-brand opportunity
- Targeted high value keywords focusing on content optimization for current pages

- Key Actions:
- Changes to page titles and descriptions
- Adjusted core page content to include target terms
- Strategic cross-linking
- URL modifications and page redirects to reflect new terms

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Sample Opty – “Hadoop tutorial”

| Primary Keyword | keyword | q_search |
|-----------------|--------------|----------|
| hadoop | hadoop | 74000 |
| hadoop -d | hadoop -d | 74000 |
| hadoop tutorial | hadoop tutor | 8100 |
| what is hadoop | what is hado | 6600 |
| hadoop | apache hado | 3600 |

Hadoop Tutorial: Hello World - An Overview of Hadoop with ...
hortonworks.com/hadoop-tutorial/hello-world-an-introducti... ▾ Hortonworks ▾
This Hadoop tutorial provides a short introduction into working with big data in Hadoop via the Hortonworks Sandbox, HCatalog, Pig and Hive.

#2

Hadoop Tutorial - Cloudera
www.cloudera.com/.../hadoop-tutorial/.../Hadoop-Tutorial.html ▾ Cloudera ▾
This document describes the most important user-facing facets of the Apache Hadoop MapReduce framework and serves as a tutorial. Apache Hadoop ...

#6

Hadoop Tutorials - Cloudera
www.cloudera.com/content/cloudera/en/training/.../tutorials.htm... ▾ Cloudera ▾
Cloudera's tutorial series includes process overviews and best practices aimed at helping ... Online Training: Introduction to Hadoop and MapReduce. Start on ...

#7

Get Started with the HDInsight - Microsoft Azure
azure.microsoft.com/en/.../hdinsight-hadoop-tutorial-get-started-windows... ▾
May 20, 2015 - To help you learn Hadoop on Windows and start using HDInsight, this tutorial shows you how to run a Hive query on unstructured data in a ...

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Azure Non-brand Content

new capability pilot

Keyword
Variant
Analysis

Competitive
Positioning

Internal
Cannibalization



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Azure Non-brand Content

Outcomes

- 100% increase in organic search visits
- 80% increase in organic search free trials
- Free trial completions from SEO grew 2x

Next Steps

- Global rollout
- Non-brand content expansion

Visits and Signups



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Reporting Accountability

| | |
|-----------|--|
| Weekly | Automated dashboards, key insights for influencers and core stakeholders Exec level (SEO org) and line-level |
| Monthly | Editorial report with performance updates and trends Highlights of key deliverables and partners Broader distribution to interested parties |
| Quarterly | In –person business review with exec leaders Performance assessment, business impact, key insights Future opportunities, resource asks, business projections |
| Ad Hoc | Major site, industry, or SEO news / events |

In Closing...

Establish your own maturity model

Assess and target growth across your key partners / stakeholders

Take risks with those that have the most promise

Accountability matters

alex.volk@microsoft.com
@alexvolk
<http://www.linkedin.com/in/alexvolk>



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